

Amendments to the Specifications:

Please replace title beginning with the first paragraph page 1, line 1 with the following amended title:

"METHOD FOR MAKING CRITERIA BASED DECISIONS ON A WEBSITE"

Please replace the paragraph beginning on page 6, line 9 with the following amended paragraph:

For a person to decide to do something different than what they are currently doing, such person needs to recognize that something is missing, in other words that there is a need and then, all of the parameters of the need. Then, generally such a person will try to fix the problem themselves, instead of looking externally. This is because people typically do not like change, and will desire to meet the need with what they already have. Therefore, such a person will not do something different if the solution is in hand. However, if they do not possess the solution to "fix" the need themselves, then the external (different) solution will still have to meet the person's criteria, and that person will compare the "new fix" against their cultural norms. If the new fix aligns with their cultural norms, then they will accept or buy the new external fix. For a further discussion of this decision-making process, refer to Selling With Integrity, Sharon Drew Morgen, Berkley Books, copyright 1997, ~~which is hereby incorporated by reference~~ herein.